

Princeton Podcast 2026 Sponsorship Agreement

Princeton Podcast – 2026 Annual Sponsorship

This Agreement is made between **HG Media**, represented by **Kenneth Greenberg, Princeton Podcast Producer**, and the **Municipality of Princeton**, represented by **Bernard Hvozdovic Jr., Municipal Administrator**.

1. Purpose of Agreement

The **Municipality of Princeton** agrees to serve as the **exclusive 2026 Sponsor** of ***The Princeton Podcast***, produced and published by **HG Media**.

2. Term of Agreement

The sponsorship will cover the period **January 1, 2026 through December 31, 2026**, inclusive.

3. Sponsorship Benefits

During the term of this Agreement:

- 1. One sponsorship announcement** will be included in the **introduction of each of the 12 monthly podcast episodes** published in 2026.
- The sponsorship language to be used is:
“This episode of The Princeton Podcast is sponsored by the Municipality of Princeton, encouraging civic participation and amplifying the voices that shape our community.”
- The same sponsorship statement will be included in the **episode description** accompanying each published episode on the **Princeton Podcast website**.

4. Production & Implementation

The sponsorship will be implemented and managed by:

Kenneth Greenberg, Podcast Producer
HG Media – Production Director
12 Fisher Avenue, Princeton, New Jersey

5. Sponsorship Fee & Billing Schedule

The Municipality of Princeton agrees to an **annual sponsorship fee of \$7,800.00.**

Payment will be invoiced **quarterly**, as follows:

- **\$1,950** invoiced **March 1, 2026** (for Q1 2026)
- **\$1,950** invoiced **June 1, 2026** (for Q2 2026)
- **\$1,950** invoiced **September 1, 2026** (for Q3 2026)
- **\$1,950** invoiced **December 1, 2026** (for Q4 2026)

Invoices are payable in accordance with the Municipality's standard payment terms.

6. Ownership & Distribution

HG Media retains all property rights and distribution responsibilities for *The Princeton Podcast*. Episodes will be made publicly available via the Princeton Podcast website and primary podcast platforms including Spotify and Apple Podcasts.

7. Analytics and Reporting:

HG Media agrees to provide the Sponsor with a biannual, one-page podcast performance report to evaluate the reach of the podcast. This report will include:

- **Total Listens/Downloads:** Aggregated across all podcast platforms where the show is distributed including Apple Podcasts Spotify, and PrincetonPodcast.com.
- **Estimated Audience Size:** Based on unique download metrics provided by our podcast hosting platform.
- **Audience Engagement:** Average listening time and completion rates, sourced exclusively from Apple Podcasts and Spotify dashboards, subject to the data availability provided by those specific platforms.

8. Deliverables:

The Princeton Podcast is distributed to all major podcast distribution channels through our 2 primary platforms; Apple Podcasts and Spotify. The podcast is also embedded on the PrincetonPodcast.com website.

For each of the monthly podcast episodes published, HG Media will produce one 9:16 (vertical) audio/visual reel. This promotional media will be distributed across the following social media platforms:

- **Instagram:** Posted on the Princeton Podcast Instagram page as a collaborative post with the Mayor Mark Freda and Princeton Municipality pages.
- **Facebook:** Posted on the Princeton Podcast Facebook page.
- **LinkedIn:** Posted on the HG Media LinkedIn page to be reposted by Producer Kenneth Greenberg.

Agreement Acceptance

By signing below, both parties agree to the terms outlined in this document.

For the Municipality of Princeton

Name: Bernard Hvozdovic Jr.
Title: Municipal Administrator

Signature: _____ **Date:** _____

For HG Media

Name: Kenneth Greenberg
Title: Production Director, HG Media

Signature: _____ **Date:** _____